

Request for Proposals

**Department of Natural Resources
Land Quality Bureau
February 2009**

Radio Advertisements for Proper Management and Recycling Opportunities for Unwanted Televisions

Background

Television signals will be switching from analogue to digital signals by June 2009. This could leave thousands of Iowan's televisions useless unless owners view their television programs through satellite signals, cable, have televisions with digital tuners or have purchased a signal converter box.

It is anticipated many Iowans will choose to upgrade their televisions to digital equipped televisions. It is also known many households have televisions in storage that are unwanted.

Purpose

The Department wishes to promote proper management of unwanted televisions through recycling using radio public awareness advertisements to achieve this.

Scope

The Department seeks one or more vendors to assist in the development and placement of a 30 second radio spot to be broadcast on radio stations across Iowa.

- It is desired that the radio spot be aired a minimum of two times each day between the hours of 5 AM and 7 PM
- The Department will provide a draft script to the selected vendor(s). The selected vendor(s) will be responsible for development of final script (with Department approval), production and recording of the radio spot, and placement on selected stations
- Demographics of desired audience is
 - age 30+
 - male and females
 - rural residents primary target, urban residents secondary target
- Sponsorship spots will also be considered (i.e. weather/traffic reports)
- Preferred dates to air radio spots:
 - Week of June 1, 2009
 - Week of June 8, 2009
 - Week of June 15, 2009

Proposals

The deadline for submitting an original and two copies of the proposal is 4:00 PM CST on March 6, 2009. The Department will review all proposals and anticipates notifying the selected vendor(s) by March 10, 2009.

Proposals should be mailed to and questions regarding this proposal should be directed to:

Emily Grover
Communications Bureau
Iowa Department of Natural Resources
502 East 9th Street
Des Moines, IA 50319-0034
515-242-5955
emily.grover@dnr.iowa.gov

Proposals shall:

- clearly identify a contact person including, name, address, phone and email
- provide a timeline and the methods proposed for carrying out the desired services identified under Scope of Services above
- provide a detailed budget for carrying out the desired services identified under Scope of Services above

Proposal Review

All proposals shall be reviewed on a 100-point assigned point value criteria, as listed below. To receive the highest number of points, applicants must follow the instructions, and be thorough in their descriptions and proposal attachments. Bidders receiving the highest number of points will be considered for approval. An application that fails to address all criteria may not receive consideration. Contract award will be undertaken with the firm or individual whose proposal shows them to be the most qualified, responsible, and capable of performing the work.

Timeline and Methodology	40 points
Budget	60 points
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TOTAL	100 Points

The Department reserves the right to waive or permit cure of nonmaterial variances in the bid proposal if, in the judgment of the Department, it is in the Department's best interest to do so. Nonmaterial variances include minor informalities that do not affect responsiveness; that are merely a matter of form or format; that do not change the meaning or scope of the RFP; or that do not reflect a material change in the services. In the event the Department waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the vendor from full compliance with the RFP specifications or other contract requirements if the vendor is awarded the contract.

Funding

Funding for this proposal shall not exceed \$22,000.

The Department of Natural Resources (DNR) reserves the right to waive minor informalities in proposals, to reject any and all bids and to award this contract to the bidder believed most advantageous to the DNR.